

**MINUTES
MONTANA HISTORICAL SOCIETY
BOARD OF TRUSTEES MEETING
October 17, 2013
9 a.m., MHS Auditorium
Helena, Montana**

Montana Historical Society Board of Trustees members present: Crystal Wong Shors, Steve Lozar, Bob Brown, Shirley Groff, John Lepley, Jim Murry, Jim Court, Kent Kleinkopf, Ed Smith, Tom Nygard, Jim Utterback, Janene Caywood, Ed Jasmin and George Dennison.

Staff present: MHS Director Bruce Whittenberg; MHS Administrative Assistant, Renee Podell; MHS Development Officer, Susan Near; MHS Public Relations Manager, Tom Cook; MHS Museum Collections Manager, Amanda Streeter Trum; MHS State Historic Preservation Program Manager, Mark Baumler; MHS SHPO Review and Compliance Officer, Katherine Ore; MHS Publications Manager, Molly Holz; MHS Senior Editor, Christy Eckerle; Centralized Services Finance Manager, Jennifer Thompson; MHS Security Manager, Jerry McGee; Outreach & Interpretation Manager, Kirby Lambert; MHS Research Center Manager, Molly Kruckenberg; Historic Preservation Officer, Mark Baumler; MHS Museum Store Manager, Rod Coslet

Guest present: Governor's Budget Office; Nancy Hall

CALL TO ORDER

President Crystal Wong Shors called the meeting to order at 9:00 a.m.

REVIEW OF MINUTES

Jim Murry moved approval of the July 18, 2013 meeting minutes. The motion was seconded by Jim Utterback and carried unanimously.

PRESIDENT'S REPORT – Crystal Wong Shors

President Shors reported that she and Bruce Whittenberg met Kent Kleinkopf in Three Forks to view Steve Hamilton's private collection of reference materials.

She forwarded the letter reviewed by the Board to Senator Baucus encouraging him to consider housing his papers here at the Montana Historical Society upon his retirement from the Senate.

President Shors noted that the big event of recent was the History Conference in Sidney. She reported that the Heritage Keepers Award is really a significant mile stone to the people chosen by the Board. Edward Richards from Scobey brought his entire family to Sidney to attend the banquet award ceremony. Chris Fisk from Butte came with his wife and she filmed the entire award ceremony. President Shors further commented that when the Governor makes a surprise visit at the history conference he gets a reception like a rock star.

President Shors thanked Steve Lozar for his leadership. She also thanked all the members of the Board for their dedication and time. She said that this is going to be an exciting time for the Board. During the Board's working lunch she has planned an informal discussion of what each Board member brings forward. President Shors hopes to build a strong team and by learning the background and abilities of each member she will be able to make this happen.

DIRECTOR'S REPORT-Bruce Whittenberg

Bruce introduced Nancy Hall, a guest at today's Board meeting.

He gave the highlights of what has been happening at MHS for the last few months referring to his quarterly report. Bruce noted that this is a good time to think about what is ahead in 2015 for the MHS. He reported that the Historical Society will celebrate 150 years of holding the public trust for the State of Montana.

Bruce announced the following MHS nominees for performance excellence, Governor's awards: O & I Program; Katie White, Museum Program; Kendra Newhall, Rowena Harrington, and Amanda Streeter Trum, Research Program; Roberta Gebhardt. Roberta was selected as the 2013 MHS award winner.

Bruce gave a Legislature update on the items approved for the MHS. He reminded Board members that \$402,000.00 was approved for the Archives shelving project which is now underway. The State Archives are closed for six months. A \$102,000.00 appropriation was approved to improve the Original Governor's Mansion. MHS staff is working closely with General Services to evaluate the interior and exterior of the OGM. A full time security supervisor was authorized and is now hired. Jerry McGee will be in attendance to report what he is doing to implement a security plan, not only for the structure safety and security, but for the people also. A 3% employee raise was authorized for July 1st of this year and 5% for November, 2014.

The critical issues that MHS continues to work on were highlighted by Bruce. He stressed that he wants to develop a fundraising culture, build acquisition capabilities and to begin working on signature events for the MHS. The History Conference is a great signature event but Bruce wants to develop a signature event that will help with the MHS branding and fundraising. Bruce hopes to continue outreach to communities outside Helena. He referred to the recent conference in Sidney noting that the MHS went to Sidney with the message that the MHS is not the Helena Historical Society but the Montana Historical Society. He encouraged the Board members to look at the quarterly reports submitted by the program managers and to note all of the places that the MHS staff travels to. Bruce said work on the Montana Heritage Plan will continue and he will be meeting with President Shors to discuss the July commitment to meet with the Governor on this plan. Legislative and development strategies continue. He is proud of the MHS staff in the way they work with the resources at hand. Bruce further commented on the results of the Customer Task Force and highlighted the number of ways the MHS serves its customers.

The data of the Task Force findings are still being reviewed. He has asked that the top six data points be reviewed. Susan Near will be the data manager for this project and will coordinate the findings.

Bruce announced that a fourth episode of the Montana Heritage Tour has been released. This is being broadcast state wide highlighting small museums throughout the state. There are two more episodes to be released and then it will be packaged as a series of six shows and shown through PBS. A significant grant has made this possible.

The Russell book project is on track. Bruce stated that the photography is spectacular. The promotion plan will start around the birthday of C. M. Russell, March 2014. The book will be released late next summer.

Bruce invited members, after the meeting, to join in a tour to see the preparations being made for the move of the archives.

Jim Utterback asked Bruce if the MHS considered joining with Carroll College in a request to keep Senator Baucus' papers in Helena. Bruce stated that the MHS has presented an independent proposal and he highlighted the unique package that was offered. The papers can be archived, used in the research center and publishing can be developed around them. The MHS also has the ability to name a research center after the Senator. Bruce further commented that he is willing to work with all parties.

Membership – Susan Near presented for Rebecca Baumann - Motion

Susan presented the handouts for the proposed addition to business level membership. (Handouts (3) made a permanent part of the record).

Ed Smith moved to adopt the addition of the new Business Level Membership as established in the handouts presented by the Montana Historical Society. Ed Jasmin seconded the motion and it carried unanimously.

Marketing and Development – Susan Near

Susan noted that she is encouraged by the ever growing numbers of supporters. The mid-year appeal sent out in May was a great success. 42% of the funds sent in came in unrestricted. A year end appeal will be mailed in November. The Mulvaney Post Card Collection was also a great success. Memorial gifts through the MHS continue to grow. The History Conference sponsorships totaled \$13,000.00 this year. Susan continues to work on growing friends of the Society.

PUBLIC RELATIONS – Tom Cook

Tom Cook presented handouts of recent stories generated in the press (handouts (3) made a permanent part of the record). Throughout his travels, Tom has found out how important the MHS is to the people of the State of Montana.

PROGRAM MANAGERS REPORTS

MUSEUM PROGRAM – Show & Tell - Amanda Streeter Trum presented for Jennifer Bottomly-O’Looney

Amanda chose to share with the Board members items in the collection that belonged to Jacob Mills who grew up in Vermont and joined the Civil War in 1861. A handout (handout made a permanent part of the record) was presented along with Jacob’s bible, picture and a service medal. Jacob lost his left arm in the war and after the war he moved to Dillon, Montana. He became a minister and ran a horse ranch and then moved to Fort Benton, Montana and established churches all over Western Montana.

Amanda gave an update on upcoming exhibits. She also reported that the C-Span crew visited recently and will be spotlighting the history of communities. The crew commented, after being at the MHS, that they haven’t found a place like this where they can get everything they need in one place. All of the videos will be on line. Potentially this series puts the MHS in a national spotlight.

She announced that on November 7th the moon rocks will be on exhibit in the lobby for Membership Day.

E-vote Ratification – Motion - Autry National Center of the American West Art Loan Request – Amanda Streeter Trum

Amanda explained that the Museum Program staff has recommended the standard loan fee of \$100.00 be charged. She noted that at the April Board meeting discussion was held on requesting the Autry to reframe the painting as a condition of the loan. This request was not included in the motion passed at the April Board meeting.

Jim Utterback moved to ratify the email vote allowing the Autry National Center of the American West to exhibit the C.M. Russell watercolor titled *York* beginning April, 2015. (Email votes made a permanent part of the record). **Jim Murry seconded the motion and it carried unanimously.**

Bruce Whittenberg explained that the Museum staff will discuss with the Autry staff the possibility of reframing the watercolor if they should choose to showcase the watercolor in a different frame.

RESEARCH CENTER- Motions - Molly Kruckenberg

Molly discussed a possible acquisition of the unique photographic collection of 2,000 Crow images belonging to Bud Lake and Randy Brewer. The timeline for the photos is 1870 – 1930. Molly further explained that there is a large amount of research materials that accompany the collection. She presented a show and tell of a few of the photos for the Board to see. She explained that Mr. Lake and Mr. Brewer have offered the collection to the MHS for \$209,000.00. She distributed a handout (handout made a permanent part of the record). 75% of the photos are identified which is incredibly important. She said that the staff feels very strongly that the

collection belongs here at the Society. Molly noted that this it is a fair price. The MHS will have to start fundraising in order to obtain this collection. The timeline for the Society to decide if procurement of this collection is a possibility is November 1st.

Steve Lozar commented that he would like to make contact through the college with the Crow in order to have them review this collection to make sure the photos are not of a sacred nature.

Jim Murry questioned if the Executive Committee had a recommendation on how the Board should proceed with the fundraising for this collection.

President Shors stated that the Executive Committee did talk about the collection and wanted the Board to have the opportunity to ask Molly questions before considering this commitment. The overall consensus of the committee was to proceed.

Jim Murry moved to proceed with the acquisition of the Bud Lake and Randy Brewer photographic Crow collection. Bob Brown seconded the motion and it carried unanimously.

Molly discussed the archive move and gave the Board members “The Extreme Archives Make-Over” and timeline schedule handouts (handouts made a permanent part of the record). The process has begun and all the materials will be moved off site. Every item that leaves the building will be barcoded and scanned and when it returns it will be barcoded and scanned.

The October, 2013 deaccession list was presented by Molly (list made a permanent part of the record).

Jim Utterback moved approval of the October, 2013 deaccession list. Ed Smith seconded the motion and it carried unanimously.

STATE HISTORIC PRESERVATION OFFICE – Mark Baumler

Mark highlighted the joint project with the Montana State University nominating their campus to the National Register of Historic Places. The architecture of the campus is incredible and this is quite the achievement to get this recognition.

For show and tell Mark asked Katherine Ore to discuss the review and compliance process because it is a big part of what SHPO does. Katherine gave a brief outline of her job noting that she works with Federal and State agencies to fulfill their responsibilities to Federal laws under Section 106.

OUTREACH AND INTERPRETATION –Kirby Lambert

Kirby was welcomed by the Board with a round of applause for the success of the History Conference. He reported that there were 21 programs associated with the conference. Based on the responses he has received from the attendees the quality of the programs presented were

exceptional. There were 170 people in attendance. Kirby stated the next conference will be September 18 – 20, 2014, dedicated to the Montana Centennial and it will be held in Helena at the Red Lion Hotel.

PUBLICATIONS – Molly Holz

Molly asked Christy Eckerle to give a demo of how the MHS is building audiences with social media. She highlighted and explained Facebook, Twitter, Pinterest, Soundcloud, U-tube and several Blogs. All the links are on the MHS homepage.

Molly showed how social media dovetails into I-pad and e-books. She shared award winning articles written for *Montana the Magazine of Western History*. In July, there were six MHS e-books available and by the end of the year there will be 19. The magazine is not ready to go online at this time.

CENTRAL SERVICES – Jennifer Thompson

Jennifer gave out two sets of financial statements (handouts (2) made a permanent part of the record). She highlighted the Museum Store stating that there has been an increase in sales of 2.5% over the past year.

Jerry McGee - Security

Jerry informed the Board that the new fire alarm system is a state of the art system. He discussed earthquake procedures and preparations. Jerry stated that the building has an emergency action plan created by staff noting that life safety is a primary concern.

Jerry answered Board member questions in regard to security. He explained that the security guards will continue to act as customer service representatives/guards for the MHS and will be identified by wearing a uniform. He also reassured the Board members that when the employees leave at night the building is well secured. Jerry said there are good policies and procedures in place currently. A security audit was previously conducted and recommendations from the audit are now in place. Jerry met with the person that conducted the audit and received training.

Rod Coslet – Museum Store

Rod gave an update on the store stating that over the last year he has had the opportunity to improve the stock in the store and beef up the supply of books. He noted that the book business is the core function of the store. He is always looking for new suggestions. Rod wants the store to be a resource for the public, teachers, students and visitors.

UNFINISHED BUSINESS

None

NEW BUSINESS

Discussion was held on considering the formation of a Governing Relations Committee of the Board. This committee would function at least through the 2015 Legislature to help develop a strategy with the Governor.

President Shors said there will be preliminary work to do so plans mesh with the Governor's plans. We need to launch this plan immediately and she will make every effort to keep all Board members advised on the progress.

Bruce Whittenberg commented that he will be traveling this next week and meeting with a few Legislators. He will ask for suggestions on how the MHS should proceed during the next Legislature. Ed Jasmin suggested contacting lobbyists for their support.

PUBLIC COMMENT

None

NEXT BOARD MEETING – January 23, 2014, 9:00 a.m.-Executive Committee – 8:00 a.m.
The Scriver Tour will take place after the January 23, 2014 Board meeting.

ADJOURNMENT

1:55 p.m.

Following the Board meeting, Board members toured the archive area at the MHS building.